

rocco

BY RODENSTOCK



**RODENSTOCK**  
See better. Look perfect.



A LOST  
AND  
FOUND  
STORY

# WHAT HAPPENED ?

ROCCO USED TO BE  
PART OF THE SCENE.  
THEN ONE DAY,  
WAS SEEN NO MORE.

SOME SAY  
**ROCCO** WAS  
**KIDNAPPED**  
WHILE PRACTICING  
**YoGA**



BY A  
FANCY  
BUT RUTHLESS

FASHION SPY





**AND**  
TAKEN TO AN  
UNCHARTED  
**ISLAND**

**WITH**  
**ZERO**  
INTERNET  
**ACCESS**

TO BE  
BRUTALLY  
TORTURED WITH



EURODANCE



AND ENDLESS  
**TEENAGE**  
**VAMPIRE**  
**MOVIES**





**ROCCO**  
**JUST**

**A MORE**  
**LIKELY (AND LESS SCARY)**  
**EXPLANATION:**

**HIT**  
**THE ROAD**



**TRAVELLED** FAR AND WIDE  
**MAKING NEW FRIENDS**

THEN ONE DAY GOT  
**THE FEELING**  
TRAVELLING  
IS ALL A BIT  
TRANSIENT,  
SUPERFICIAL  
AND  
**LONELY**



**SO  
ROCCO**

**CAME**

**HOME**

**TO BE PICKED  
UP AGAIN -**

**BY PEOPLE**

**LIKE YOU!**



**ROCCO IS THE NAME OF  
THE LEGENDARY  
EYEWEAR WORN BY ABOUT  
4 MILLION PEOPLE  
BETWEEN 1960 AND 1990.**

**AND NOW ROCCO  
HAS RETURNED.  
WITH FRIENDS.  
WHY SO MANY  
YEARS AWAY?  
WHO REALLY KNOWS.**

**WHAT WE DO KNOW:  
IT'S GOOD TO BE AWAY,  
BECAUSE  
WHEN YOU RETURN,  
YOU SEE EVERYTHING  
WITH FRESH EYES.**

IF YOU DON'T BELIEVE ROCCO WAS TORTURED  
WITH EURODANCE AND TEENAGE VAMPIRE MOVIES,  
THEN TELL US WHAT YOU DO BELIEVE AT:

**ROCCO-WAS-AWAY.DE**

SHOULD YOUR ACCOUNT OF ROCCO'S ABSENT YEARS  
BE GOOD ENOUGH, WE'LL PUBLISH IT. AND YOU'LL RECEIVE  
COMPLIMENTARY ROCCO EYEWEAR OF YOUR CHOICE.



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[ROCCO-WAS-AWAY.DE](http://ROCCO-WAS-AWAY.DE)



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